

# TO YOU WHO INHALE

## THESE FACTS ARE VITAL!



All smokers inhale—sometimes—with or without knowing it.

When you do, it's plain, there's increased exposure to irritation—

IF your cigarette is irritant!

But—there is a vital difference—long known to eminent doctors—

THE difference between Philip Morris and other leading cigarettes:

ON COMPARISON—THE FOUR OTHER LEADING BRANDS AVERAGED 235% MORE IRRITANT

THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS... AND WHAT'S MORE—

THE IRRITATION WAS FOUND TO LAST MORE THAN FIVE TIMES AS LONG!

Remember—next time you buy a pack of cigarettes—

Philip Morris provides *truest* smoking pleasure—

*Complete enjoyment* of the world's finest tobaccos—

With never a thought of throat irritation!

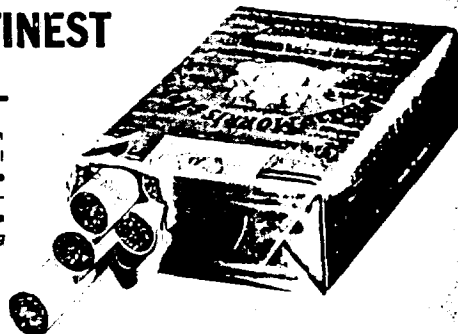
So—especially if you inhale—

It's plain common sense to...

**CALL FOR PHILIP MORRIS!**  
**REAL PLEASURE — REAL PROTECTION!**

AMERICA'S FINEST  
CIGARETTE —

THEY NOW COST NO MORE than ordinary, popular-price brands! When you can have, for the same money, Philip Morris' better taste — PLUS real protection for the nose and throat — why smoke anything else?



1003071086